

What is claimed is:

1. An online sales promotion method used in a system to purchase a product over a network, said method comprising:

receiving product information on said product and designation
5 information on a third party being able to supply additional information about said product from a first user;

associating said product information and designation information with cart identification information;

notifying said third party of said cart identification
10 information and product information;

receiving said additional information from said third party;
associating said additional information with said cart
identification information; and

notifying said first user of said product information,
15 designation information and additional information associated by said cart identification information.

2. An online sales promotion method in accordance with claim 1, further comprising:

associating settlement information of said user needed for a
20 purchase of said product over said network with said cart identification information;

receiving an instruction for said purchase of said product from said first user; and

selling said product to said first user, using said settlement
25 information.

3. An online sales promotion method in accordance with claim
2, further comprising:

storing whether or not said product is purchased; and

notifying said first user that said product is purchased or not
5 purchased yet.

4. An online sales promotion method in accordance with claim
2, further comprising:

associating said first user with said cart identification
information;

10 receiving an instruction for assignment and second user
information on a second user from said first user; and

associating said second user with said cart identification
information.

5. An online sales promotion method in accordance with claim
15 2, further comprising:

determining whether or not an incentive condition has been
fulfilled based on said product information, designation information
and settlement information, said incentive condition predetermined
for awarding said first user for said purchase of said product; and
20 awarding said first user based on said determining.

6. An online sales promotion method in accordance with claim
1, further comprising:

notifying said third party of said additional information.

7. An online sales promotion method in accordance with claim
25 1, further comprising:

notifying said third party of competitor information on other third parties.

8. An online sales promotion method in accordance with claim 1, further comprising:

5 monitoring for an occurrence of a predetermined event based on said product information and designation information; and

 notifying said third party of said occurrence when said predetermined event occurs.

10 9. An online sales promotion method in accordance with claim 1, further comprising:

 determining whether or not said third party has fulfilled a fee charging condition based on said product information and designation information,

15 computing fee charging information for charging fees to said third party which has fulfilled said fee charging condition; and

 storing said fee charging information for invoicing said third party.

 10. An online sales promotion method in accordance with claim 1, further comprising:

20 computing a relationship between product and product price based on said product information; and

 supplying said relationship to said first user and/or said third party.

25 11. An online sales promotion apparatus used in a system to purchase a product over a network, said apparatus comprising:

means for receiving product information on said product and designation information on a third party being able to supply additional information about said product from a first user;

means for associating said product information and designation
5 information with cart identification information;

means for notifying said third party of said cart identification information and product information;

means for receiving said additional information from said third party;

10 means for associating said additional information with said cart identification information; and

means for notifying said first user of said product information, designation information and additional information associated by said cart identification information.

15 12. A computer-readable recording medium whereon is recorded an online sales promotion program, for use in a system to purchase a product over a network, said program executes:

(A) a step of receiving product information on said product and designation information on a third party being able to supply
20 additional information about said product from a first user;

(B) a step of associating said product information and designation information with cart identification information;

(C) a step of notifying said third party of said cart identification information and product information;

25 (D) a step of receiving said additional information from said

third party;

(E) a step of associating said additional information with said
cart identification information; and

(F) a step of notifying said first user of said product
5 information, designation information and additional information
associated by said cart identification information.

13. An online sales promotion method comprising:

prompting a user to select a desired product and vendor from
which said user intends to purchase said product;

10 notifying said vendor of said product selected;
receiving from said vendor advertisement information pertaining to
said product and/or said vendor; and

distributing said advertisement information to said user.

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